JOBBER

# SWOT Analysis

Date:_____

Analyst:_____

| Internal Factors | |
|---|---|
| These internal factors in your table will be made up of things directly under your control.<br><br>What resources do you have or lack? Do you have star employees or do you need to hire? What does your equipment inventory look like? Do you have solid processes or procedures? | |
| **Strengths** | **Weaknesses** |
| | |
| **External Factors** | |
| External factors are things your business cannot control.<br><br>Any new trends or technologies? What is your competition up to? Are there new laws or legislations to consider? How are your supplier relationships? How is the local market doing? | |
| **Opportunities** | **Threats** |
| | |

For a guide to conducting a SWOT analysis visit academy.getjobber.com/SWOT